Montana Legal Services Association
LiveHelp Project
Evaluation Plan Framework
TIG 04543

Project Goals	Strategies/Activities to Achieve Goals	Evaluation Questions	Evaluation Data
• Increase access to legal resources through development of a system that provides real-time, virtual, personal assistance to: • Enable low-income persons to find and better use the legal information and forms available online. • Enable low-income persons to more easily access legal aid intake and services. • Improve the overall quality of the content and user experience for all LawHelp Web site visitors	• Choose the LiveHelp project software. • Develop a remote intake system that integrates with the LiveHelp project and provides opportunities for intake staff and volunteers to assist with intake. • Recruit volunteers to assist with remote navigation and form completion as well as outreach. • Train staff and volunteers to use LiveHelp software. • Conduct outreach to potential Web site visitors and community organizations. • Use system to provide virtual assistance to help low-income persons find information, complete forms, and apply for legal assistance. • Evaluate the success of the program and determine the replication potential. • Implement processes to incorporate Web site visitor feedback into content development and site design.	• To what extent are low-income Web site visitors opting to use LiveHelp? • How well are Web site visitors able to find the legal information that they are looking for with LiveHelp? Without LiveHelp? • To what extent does LiveHelp increase a Web site visitor's understanding of his or her legal problem and what needs to be done in order to solve it? • To what extent does LiveHelp navigation assistance effectively inform clients about their legal rights? • To what extent are Web site visitors satisfied with the LiveHelp that they receive? • To what extent are volunteers who provide LiveHelp satisfied with their experience? • To what extent does volunteer satisfaction differ according to the skills, legal background, and type of assistance that the volunteer provides? • To what extent can other organizations readily adapt the LiveHelp model? • To what extent does LiveHelp improve Web site visitor satisfaction?	• Web site usage logs • LiveHelp usage logs • LiveHelp chat transcripts • Web site visitor surveys (60 surveys*) • LiveHelp user surveys asked by volunteers (40 surveys*) • User testing of Web site content and remote intake system with and without LiveHelp assistance (20 users – 10 per category*) • Direct and indirect project costs • Volunteer surveys (10 surveys) • Anecdotal data regarding project • Qualitative semi-structured interviews of volunteers* *Numbers subject to change depending on number of types of volunteers and overall number of volunteers.*